



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

# CONTRACT

And:

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 569174 /		<u>Alt Order #</u> 07898276
<u>Product</u> OBAMA/P/D SKED A		
<u>Contract Dates</u> 08/17/12 - 08/23/12		<u>Estimate #</u> 95/101/1621
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 08/24/12 / 08/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	08/20/12	08/23/12	Newschannel 3 News	12n-1230pm		:30			NM	6	\$2,490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWT---				6	\$415.00			
2	3	08/20/12	08/23/12	NewsChannel 3 News	5-6am		:30			NM	6	\$1,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWT---				6	\$170.00			
3	3	08/20/12	08/23/12	CBS This Morning	7-9a		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWT---				6	\$200.00			
4	3	08/20/12	08/23/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWT---				5	\$200.00			
E 5	3	08/20/12	08/23/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWT---				5	\$330.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	3	08/20/12-08/26/12	Newschannel 3 News	5-530pm	MTUWTh-----	:30		<del>\$330.00</del>	NM		
	Credited											
6	3	08/20/12	08/23/12	Newschannel 3 News	530-6pm		:30			NM	5	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWT---				5	\$310.00			
7	3	08/20/12	08/23/12	Newschannel 3 News	6-630pm		:30			NM	5	\$2,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWT---				5	\$485.00			
8	3	08/18/12	08/18/12	Newschannel 3 News	6-630pm		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$170.00			
9	3	08/19/12	08/19/12	Newschannel 3 News	630-7pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$200.00			
10	3	08/22/12	08/22/12	Wednesday Prime	8-9pm		:30			NM	1	\$1,655.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--W----				1	\$1,655.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

Contract / Revision	Alt Order #
569174 /	07898276

Contract Dates	Product	Estimate #
08/17/12 - 08/23/12	OBAMA/P/D SKED A	95/101/1621

Advertiser	Original Date / Revision
Obama/D/President	08/24/12 / 08/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
		Start Date	End Date	Weekdays				Spots/Week	Rate		Spots	Amount
11	3	08/23/12	08/23/12	Thursday Prime	9-10pm		:30			NM	1	\$1,925.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		08/20/12	08/26/12	---T---				1	\$1,925.00			
Totals											41	\$14,955.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/23/12	41	\$14,955.00	\$12,711.75
<b>Totals</b>	<b>41</b>	<b>\$14,955.00</b>	<b>\$12,711.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.